



Faculty of Computer and Mathematical Sciences
UNIVERSITI TEKNOLOGI MARA KELANTAN
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ENT300

BUSINESS OPPORTUNITY
(PRAKTIKALCUTE ENTERPRISE)

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TABLE OF CONTENT

No	Content	Page
1	Table Of Content	2
2	Executive Summary	3
3	Project Description	4
4	Project Outcome	5
5	Experiential Learning	8
6	Appendices	9
7	Overall Report	10

Executive Summary

Business opportunities are about how we related the case study and business and apply it on our business plan to be a successful entrepreneur and how we identify any course of production of beginning until end. It also teaches us the strategic plan to recognize any problems with this business. . By the way, I would like to thanks my lecturer and my supportive friends because without their help, I can't finish my business opportunity.

At the end of the case study, I managed write a lot about PraktikalCute Enterprise. Based on the case study that I wrote, we managed to know that PraktikalCute Enterprise was make handmade craft business. Firstly, I sold a product from PraktikalCute Enterprise which is handmade keychain. Other than that, I also sold boxy pencil case. This product is a big pencil case which can put many things in it. Next, I also sold facemask strap. This item is for women that use facemask during this pandemic Covid-19. Otherwise, I also sold 3 Layer Facemask with Filter Slot. This is for someone that didn't love to wear a basic facemask. This facemask also has a slot to put the filter so I can guarantee that this facemask can save our self from this covid-19. Last but not least, I also sold a sling beg for men. This bag is suitable for male student or some men that is work in office.

When I started to sold that item, I figure out that my communication skills with someone I didn't know was improved. Otherwise, I also learn how to handle many types of customer and I only can have that experience when I handle a business. In the same time, I also know how to promote my item in social media.

Lastly, I will show you what I have sold within 1 month. I managed to get RM 260 total sales within 1 month.

Project Description

Since I got a task to sell some product, I have decided to sell product from PraktikalCute Enterprise. I choose to sell product from PraktikalCute Enterprise to complete task because I think there is just a small amount of Malay that is in handcraft industry. So, I think I want to support Malay product. So, this is the list of product that I sell:

- ❖ Handmade Keychain – RM15
- ❖ Boxy Pencil Case – RM35
- ❖ Facemask Strap – RM5
- ❖ 3 Layer Facemask with Filter Slot – RM15
- ❖ Sling Bag for Men – RM75

At the first place, I am targeting some students and adult to sell. This is because some student really needs a good bag to bring their laptop and all their stuff to class and anywhere there go. The product that I sell has a next level quality since it was made by someone that has experience a lot in making bags. In addition, PraktikalCute Enterprise uses many goods material to make their products. That is the reason I can said that PraktikalCute Enterprise's products has such a good quality. To perform the task given, I'm using my personal social media to advertise my business to all my fellow friends and everybody to buy support my business.

I started my business in April 2021 until now and I only use postage to delivered customer's order. Usually, I use J&T and Poslaju as my main courier to deliver the order. The customer can make a payment through online banking. If the customer wants to order, they can directly text me through WhatsApp my number or just can directly chat me at Instagram.

The entire product from PraktikalCute Enterprise is handmade so its need time to finish it and post it to the customer. So, its need time to finish it around 1 week or shorter than that. The user needs to pay the payment after they satisfied with the order. If the user not satisfied with the item, they can return the item and can refund the money.

Project Outcome

After I run my business selling the products from PraktikalCute Enterprise, I learn how to handle the business. The thing that I learn when I run my business is:

